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PTO/SB/81 (02-01)

Approved for use through 10/31/2002. OMB 0651-0035

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Application Number	09/675,958
Filing Date	9/29/2000
First Named Inventor	Kusumoto
Title	System and Method for Consumer-Selected Advertising and Branding in Interactive Media
Group Art Unit	2161
Examiner Name	n/a
Attorney Docket Number	13376.0001 (B)

I hereby appoint:

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☒ Practitioner(s) named below:

Name	Registration Number
Ronald Abramson	34,762
Peter A. Sullivan	38,327
Douglas D. Zhang	37,985

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Hughes Hubbard & Reed LLP

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10004-1482

Country

USA

Telephone

(212) 837-6000

Fax

(212) 422-4726

I am the:

☒ Applicant/Inventor.

☐ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name

Laura Lee Kusumoto

Signature

Laura L. Kusumoto

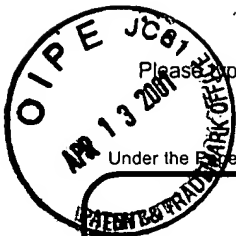
Date

March 30, 2001

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

☒ *Total of 4 forms are submitted.

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SIGNATURE of Applicant or Assignee of Record

Name

Earl David Sacerdoti

Signature

Earl David Sacerdoti

Date

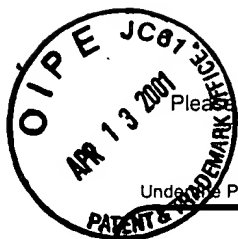
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SIGNATURE of Applicant or Assignee of Record

Name

Leila Janine Sigler

Signature

Date

3/30/01

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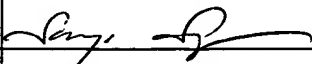
<input checked="" type="checkbox"/> Firm or Individual Name	Hughes Hubbard & Reed LLP				
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Address					
City	New York	State	NY	Zip	10004-1482
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SIGNATURE of Applicant or Assignee of Record

Name	Sonya Lee Sigler
Signature	
Date	March 30, 2001

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